

WHAT IS CLAIMED IS:

- 1 1. An advertisement supplying system for displaying
2 advertisement information on a terminal apparatus connected
3 thereto via a network, comprising:
4 means for accepting identification information of a
5 customer from a terminal apparatus of said customer;
6 means for applying a point to a customer who views
7 advertisement information; and
8 means for storing thereinto said point, an advertisement
9 owner of the advertisement information related to viewing
10 of the advertisement, and identification information of
11 the customer in relation to each other.
- 1 2. An advertisement supplying system for displaying
2 advertisement information on a terminal apparatus connected
3 thereto via a network, comprising:
4 means for accepting identification information of a
5 customer from a terminal apparatus of said customer;
6 means for displaying on the terminal of the customer
7 advertisement information including a point which can give
8 the customer an incentive to view an advertisement under
9 selectable condition; and

10 means for storing thereinto said point, an advertisement
11 owner of the advertisement information related to viewing
12 of the advertisement, and identification information of
13 the customer in relation to each other when the selection
14 of the advertisement information is accepted.

1 3. A program product for causing an advertisement supplying
2 system which displays advertisement information on a terminal
3 apparatus connected thereto via a network, to execute;
4 a process for accepting identification information
5 of a customer from a terminal apparatus of said customer;
6 a process for applying a point to a customer who views
7 advertisement information; and
8 a process for storing thereinto said point, an
9 advertisement owner of the advertisement information related
10 to viewing of the advertisement, and identification
11 information of the customer in relation to each other.

1 4. A program product for causing an advertisement supplying
2 system which displays advertisement information on a terminal
3 apparatus connected thereto via a network, to execute;
4 a process for accepting identification information
5 of a customer from a terminal apparatus of said customer;
6 a process for displaying on the terminal of the customer
7 advertisement information including a point which can give

8 the customer an incentive to view an advertisement under
9 selectable condition; and

10 a process for storing therein said point, an
11 advertisement owner of the advertisement information related
12 to viewing of the advertisement, and identification
13 information of the customer in relation to each other when
14 the selection of the advertisement information is accepted.

1 5. An advertisement supplying method for displaying
2 advertisement information on a terminal apparatus connected
3 thereto via a network, comprising:

4 a step for accepting identification information of
5 a customer from a terminal apparatus of said customer;

6 a step for displaying on the terminal of the customer
7 advertisement information including a point which can give
8 the customer an incentive to view an advertisement under
9 selectable condition; and

10 a step for storing therein said point, an advertisement
11 owner of the advertisement information related to viewing
12 of the advertisement, and identification information of
13 the customer when the selection of the advertisement
14 information is accepted.